

AMENDMENT UNDER 37 C.F.R. § 1.111

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Shubhasheesh Anand, et al.	)	Confirmation No.:	6738
		)		
Serial No.:	10/799,048	)	Examiner:	Michael R. Stibley
		)		
Filing Date:	March 11, 2004	)	Art Unit:	4194

For: PREDICTING INVENTORY AVAILABILITY AND PRIORITIZING THE SERVING  
OF COMPETING ADVERTISEMENTS BASED ON CONTRACT VALUE

Via EFS-Web  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE

Sir:

This is in response to the Office Action mailed September 1, 2009 (Part of Paper No./Mail Date 20090825), the shortened statutory period for which runs until December 1, 2009. Please revise the subject application as indicated below.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.